

We are here faced with an argument trying to convince parents to register their children to a school of music. It displays up to four different reasons, all targeting the same purpose: persuading parents that this school of music is really the best choice.

The first two arguments develop the idea that the school is offering a kind of freedom and easy access to anybody: no age limit, no required ability, no audition. While the idea that children will not have to go through an "exam situation" is acceptable since this is not a mandatory curriculum, it is also well-known that some instruments cannot be learned before a certain age; in addition, being subjected to an audition does not mean that this is an exam; it can be rather understood that audition is a good way to detect the personal abilities of a child.

The fact that all instruments are taught, as well as a wide range of styles and genres may be attractive, but in fact, it can also be worrying: who can have a good knowledge of all styles, "from classical to rock"? Actually, we may assume that the school may have strengthes in certain styles and weaknesses in others.

The third and the fourth arguments introduce the idea that the teaching staff include the most distinguished musicians, and that students may also become professional musicians. Like the previous arguments, it can persuade the families that their children will be provided the best training if they register to this school. One of the assumptions is that distinguished musicians are also great teachers. This is questionable. While this may happen, not all successful musicians like and can teach. Especially when it comes to young children. Teaching to young beginners require certain skills that are not related to the professional success.

Finally, the fourth argument assumes that children studying music in this school will become professional musicians. This statement is not matching well with the first sentence that refers to parents considering enrolling their children in music lessons. This is not very clear if children study in this school for professional purposes or as a hobby.